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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/780,625	02/19/2004	Kia Silverbrook	BAL78US	2767
24011	7590	04/13/2009	EXAMINER	
SILVERBROOK RESEARCH PTY LTD			AGGARWAL, YOGESH K	
393 DARLING STREET				
BALMAIN, 2041			ART UNIT	PAPER NUMBER
AUSTRALIA			2622	
			MAIL DATE	DELIVERY MODE
			04/13/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/780,625	SILVERBROOK, KIA	
	<b>Examiner</b>	<b>Art Unit</b>	
	YOGESH K. AGGARWAL	2622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 04 January 2009.
- 2a) This action is **FINAL**.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1 and 2 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1 and 2 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ .                                    |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ .  | 6) <input type="checkbox"/> Other: _____ .                        |

***Response to Arguments***

1. Applicant's arguments with respect to claim 1 have been considered but are moot in view of the new ground(s) of rejection.

**Examiner's response:**

2. Applicant argues with regards to claim 1 that exposure specific graphics are added to a reduced image and not the sensed image. The Examiner respectfully disagrees. The reduced image is still a sensed image since it has the same subject matter and just a smaller version of it. Therefore the exposure graphics are added to the sensed reduced image since reduced image is part of the sensed image being of the same subject matter and only a smaller version of it.
3. Regarding the adding of the word decorative. The image pick up information is still considered decorative since the word "decorate" means to add something to so as make more attractive. According to one skilled in the art adding image information makes the image not only informative but also decorative since this is in the eyes of the person looking at the image. Therefore the adding of image information is informational as well as decorative.

***Claim Rejections - 35 USC § 102***

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

5. Claim 1 is rejected under 35 U.S.C. 102(e) as being anticipated by Ota (US Patent # 6,201,571).

[Claim 1]

Ota teaches a method of image enhancement of a sensed image taken with a digital camera, including an auto exposure setting means, said method comprising the step of utilizing the auto exposure setting from said auto exposure setting means to process said sensed image to add exposure specific decorative graphics to said image which indicate the exposure settings utilized by the digital camera in taking the sensed image (col. 5, lines 9-20; col. 5, line 61 – col. 7, line 11; Fig. 4; col. 8, l. 6- col. 9, l. 25; Fig. 5, The reduced image is considered a sensed image since it has the same subject matter and just a smaller version of it. Therefore the exposure graphics are added to the sensed reduced image since reduced image is part of the sensed image being of the same subject matter and only a smaller version of it).

***Claim Rejections - 35 USC § 103***

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. Claim 2 is rejected under 35 U.S.C. 103(a) as being unpatentable over Ota (US Patent # 6,201,571) in view of The All-Digital Camcorder- The Arrival of Electronic Cinematography (Laurence Thorpe et al.)

[Claim 2]

Ota teaches a method of processing a sensed image taken with a digital camera, the method comprising the steps of executing one or more of the image manipulation instructions in accordance with an auto exposure setting of the camera to add exposure specific decorative graphics to said image (col. 5, lines 9-20; col. 5, line 61 – col. 7, line 11; Fig. 4; col. 8, l. 6- col. 9, l. 25; Fig. 5). Ota fails to teach a method of inserting into the digital camera a card having printed on a surface thereof a plurality of image manipulation instructions; reading the card to determine the image manipulation instructions. However Thorpe teaches a camera wherein a setup card (memory card as shown in figure 15) is used to store particular shooting experiences to achieve a particular look sought by the photographer. This card is inserted into multiple cameras so that a particular look can be instantly and precisely customized to a desired imagery merely by substituting the memory card into a camera (See Pages 22-24, figures 13-16). The camera functions as explained in figure 13 are image control operation, technical alignment including camera set up etc. Therefore taking the combined teachings of Ota and Thorpe, it would be obvious to one skilled in the art at the time of the invention to have been motivated to have of inserting into the digital camera a card having printed on a surface thereof a plurality of image manipulation instructions; reading the card to determine the image manipulation instructions so that a particular look can be instantly and precisely customized to a desired imagery merely by substituting the memory card into a camera (See Pages 22-24, figures 13-16).

### ***Conclusion***

8. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YOGESH K. AGGARWAL whose telephone number is (571)272-7360. The examiner can normally be reached on M-F 9:00AM-5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sinh Tran can be reached on (571)-272-7564. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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YKA  
April 9, 2009

/M. Lee/  
Primary Examiner, Art Unit 2622